

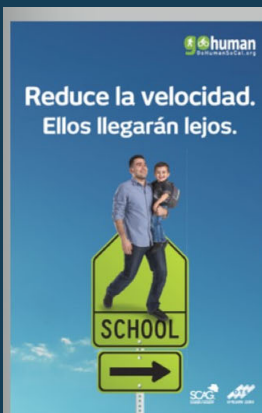


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Active Transportation & Special Programs
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www.scag.ca.gov



What is Go Human?



Advertising
Campaign



Open Streets &
Demo Projects



Partnerships &
Co-Branding



Material
Distribution

2018 Advertising Campaign



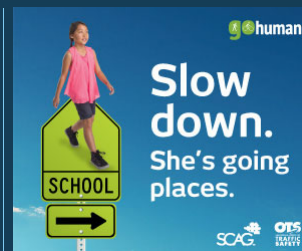
- 375 million impressions
- About 1 in 5 residents in the SCAG region recognizes advertising
- Advertising is at least somewhat to very motivating



Advertising Strategy



- Data-centered strategy
 - Demographics
 - Language preference
 - Primary collision factors
- These factors informed:
 - Messaging
 - Graphics
 - Model selection
 - Ad language

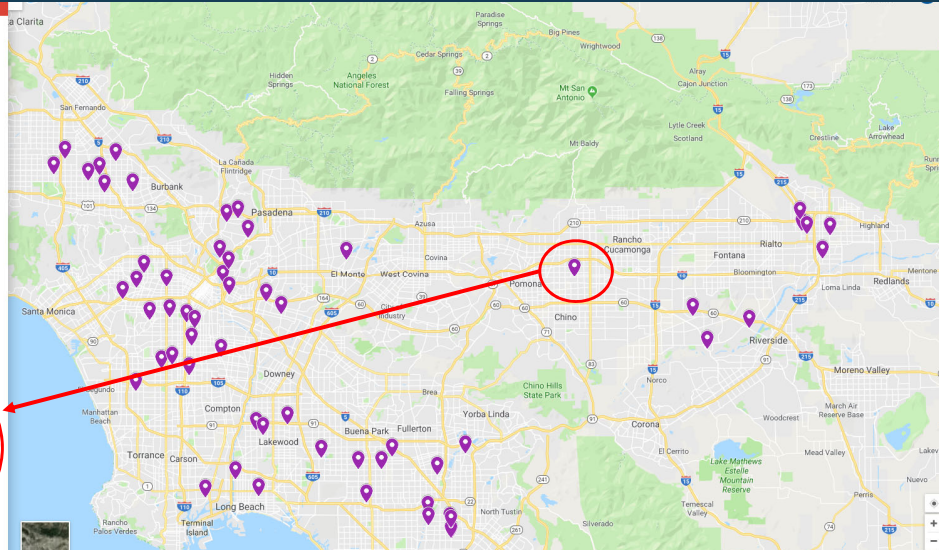


Advertising strategy



HOLT N/L 1389 W MOUNTAIN (PF)

User Handle ID: 972829696
 Market: LO
 Inventory #: 4431
 Inventory Suffix: P
 Inv/Suffix: 000431P
 TAB Panel ID: 556192
 Area Name: 18 S. Berdo/Riv. Cos.
 Sector Name: Ontario / 18 S. Berdo/Riv. Cos.
 Longitude: -117.674743
 Latitude: 34.063486
 Illumination: 18 HRS
 Facing: W
 D.E.C.: 15.15
 Weekly 18+ Impressions: 39089
 Zip Code: 91702
 Media: Posters
 Copy Size: 105x228
 Contract #: 2639337
 Copy Design: *No design*
 Current Post Contract #: 2627574
 Posting Design: Viva El Tril!
 Posting Status: A
 Start Date: 7/16/2018
 End Date: 8/13/2018
 Proximity to School: No
 Collision Factor: Pedestrian Right of Way
 of HRS Language preference: 34.10%
 % HB: 21.1%
 % AA: 5.9%
 % 65+: 2.5%
 Model: Hispanic family MOTHER
 Sign: Yellow Diamond
 Message: No es sólo una señal. Fíjate en ellos antes de dar vuelta.
 Language: Spanish



2019 Activities



- Leadership Safety Symposium
(May 1, 2019)
- Sub-Regional Safety Workshops
(Summer 2019)
- Safety Webinars
(Summer 2019)
- Go Human Safety Pledge
- Kit of Parts
 - “Library” of pop-up demonstration materials





f t i #GoHumanSoCal

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